



REGISTRATION **AVOID THE LINE, REGISTER ON TIME.**

Advance registration for the Hollywood and Games Summit closes on June 19, 2007 at 5:30pm EST. Registrations after this date must be submitted on-site at the Renaissance Hollywood Hotel. Please complete all portions of this form to ensure your registration.

For detailed session information, see our website at www.hollywoodandgames.com.

HOW TO REGISTER

PAYMENT BY CREDIT CARD ONLY: Register online at www.hollywoodandgames.com.

PAYMENT BY CHECK: Mail this completed registration form, along with check payable to The Nielsen Company, to: Attn: Alma Weinstein, VNU Business Media, 770 Broadway, 6th Floor, New York, NY 10003-9595

QUESTIONS? Please contact Alma Weinstein at alma.weinstein@nielsen.com or 646.654.7254 9am – 5:30pm EST.

GROUP REGISTRATION DISCOUNTS! To learn more about getting a free pass to the Hollywood and Games Summit, log onto www.hollywoodandgames.com/faq

STEP 1 GET YOUR HOLLYWOOD AND GAMES SUMMIT PASS!

HOLLYWOOD AND GAMES SUMMIT PASS

BY 3/28 **\$599**

3/29–5/23 **\$699**

5/24–6/25 **\$799**

ON-SITE \$899

GRAND TOTAL \$ _____

STEP 2 INCLUDE CHECK PAYMENT IN MAILING

Payment in FULL by check or money order (drawn in US funds) must accompany your registration in order to be processed. Sorry, no purchase orders. You are not registered until you receive an emailed confirmation from the *Hollywood and Games Summit*. To be eligible for discounts, we must receive your registration by the date specified in the discount promotion – postmarks are not accepted.

Make all checks or money orders payable to The Nielsen Company.

CHECK OR MONEY ORDER ENCLOSED Check # _____ Federal Tax ID # 13-3754838

STEP 3 COMPLETE THE BELOW:

This information is required in order to process your registration.

NAME _____

PROFESSIONAL TITLE _____

COMPANY _____

ADDRESS _____

CITY/STATE/ZIP _____

COUNTRY _____

EMAIL* _____

PHONE _____

*By providing your email address, you grant the CMP Game Group, a division of CMP Media and The Hollywood Reporter, a division of The Nielsen Company, permission to contact you in the future via email concerning your *Hollywood and Games Summit* registration and its affiliated properties.

CMP Media LLC and VNU reserve the right to use any photographs taken at the *Hollywood and Games Summit* for promotional purposes.

Please check the boxes below to let us know the types of information that may be of interest that we may send to you via email.

- Product and service offerings from other CMP Media properties.
- Product and service offerings from other The Nielsen Company.
- Product and service offerings from outside relevant businesses and organizations.

CANCELLATIONS AND SUBSTITUTIONS:

If you need to cancel, you may do so for a full refund less a \$100 service charge until Monday, May 21, 2007. Attendees who do not cancel in writing by the deadline date are liable for the pass cost and will be charged for the full registration fee. Sorry, no refunds are available after this date. Please send written notice of cancellation to alma.weinstein@nielsen.com.

If you are unable to attend, we strongly recommend that you send a substitution in your place as after the cancellation deadline date of 5/21/2007, no refunds will be issued. Please e-mail your substitution request to alma.weinstein@nielsen.com and provide your name and the following information for your replacement: Name, Job Title, Company, Address, Phone number, E-mail.

Sorry, no one under the age of 18 is allowed at the *Hollywood and Games Summit*.



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STEP 4 PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. Would you categorize yourself as primarily working in the film or game industry? (Select one.)

- 01 Film Industry
- 02 Game Industry
- 03 Both

2. Which of the following best describes your job function? (Select one.)

PRODUCTION

- 01 Executive Producer
- 02 Producer
- 03 Co-producer

BUSINESS/LEGAL

- 04 CEO/President
- 05 VP/Executive Manager
- 06 Marketing/PR/Sales
- 07 Analyst
- 08 Content Acquisition/Licensing
- 09 Venture Capitalist/Investor
- 10 Industry Analyst
- 11 Business Affairs

GAME DESIGN

- 12 Creative Director
- 13 Lead Designer

FILM CREATIVE

- 14 Writer
- 15 Director
- 16 Actor
- 17 Composer

REPRESENTATION

- 18 Talent Agent
- 19 Lawyer
- 20 Manager
- 21 Publicist

AUDIO

- 22 Composer/Musician
- 23 Sound Designer
- 24 Audio Engineer

PROGRAMMING/ENGINEERING

- 25 Technical Director
- 26 Director of Development

OTHER

- 27 Please specify _____

3. Which of the following best describes your company's primary line of business?

GAME INDUSTRY

- 01 3rd-party game development
- 02 Publisher-owned internal development
- 03 Game publishing
- 04 1st party platform development/publishing
- 05 Retailer
- 06 Distributor
- 07 Other, please specify _____

FILM INDUSTRY

- 08 Production or Post Production
- 09 Talent Representation
- 10 Special Effects
- 11 Studio
- 12 Distribution
- 13 Marketing

RELATED INDUSTRY

- 14 Education/research
- 15 Animation/graphics/video/film
- 16 Tools/middleware development
- 17 Hardware development
- 18 Business services
- 19 Other

4. Have you worked in the past, or are you currently working on a collaborative film and game project?

- 01 Yes
- 02 No

5. If so, how many projects have you worked on?

- 01 1-2
- 02 3-4
- 03 5 or more

6. Do you plan to work on a collaborative film and game project in the future?

- 01 Yes
- 02 No

7. What is your primary goal for attending this event?

- 01 Gain Industry Knowledge
- 02 Networking
- 03 Looking for a Game Partner for my film project
- 04 Looking for a Film Partner for my game project
- 05 Business Development
- 06 Career Growth
- 07 Other _____

8. Subscribe to Game Developer magazine*

(select one.)

- 01 Yes! I wish to receive/continue to receive a free subscription to *Game Developer* magazine.
- 02 No, I do wish to receive/continue to receive *Game Developer* magazine.

Signature _____

Date _____

*A limited number of free subscriptions are available for delivery within the US to professionals working in the interactive entertainment industry. Subscriptions requests are processed on a first-come first-served basis and are subject to availability upon qualification determined by the publisher. If you would like information on how to purchase a subscription, visit www.gdmag.com.